

Nowadays, newspapers are becoming more and more graphic. As a result, the profession is establishing itself. The new "Periódico de Catalunya" was the first newspaper to assign someone to the post of head of a photography section. The same Barcelona newspaper introduces colour into the press. As in other fields, the technological revolution contributes new perspectives. The tele-process, the appearance of quick and very sensitive films, offset, totally change the panorama. However, photographers still have to face up to several problems: nowadays, handing in photographs in record times and physically carrying the equipment about, determine this profession that the author considers to be one of the greatest ones in the world.

34 The writing of a bored God (Fifteen years of writing and stopping writing)

ARCADI ESPADA

The author of this work thinks that the last fifteen years of the press in Barcelona have not exactly been happy ones. They have been years affected by technological renovation and the reconversion, with the strong incidence of the different television channels in the country. Despite the democratic change and the economic development of these years, reading the newspaper continues to be a minority practice for us. In June 1990, when he wrote this article, the author counted six newspapers of general information in Barcelona. The diversity of models, and the economic importance of them, is homogeneous, but all in the same language.

In the chapter that deals with the changes that have come about, the writer of this article puts special emphasis on the influence of political, cultural and economic agents that were present in newspaper writing. The role of press offices, and the specialisation in many fields mean that the slang of engineers, architects, doctors and economists, is penetrating the press at an increasing rate. All of this contributes to the opacity of the language. Therefore, according to the author, journalistic writing has not undergone positive transformations worthy of reporting in the last fifteen years.